

Capstone Project Report - II

Dear Student,

Hope you are doing well at your end and enriching your learning through corporate orientation and hands on practical experience. You are required to prepare a project report on the basis of your learning from OJT in order to fulfill the credit requirements of MBA-S&M programme. The guidelines and format for preparing 'Capstone Project Report-II' are as follows:

Guidelines for Capstone Project Report - II:

The report should be **STRICTLY IN THE FORMAT** prescribed below. **PLAGIARISM** will not be accepted at any cost. *Write in your own words even if you are retrieving the information from internet/online sources (Mention the sources in References section).* While preparing the report, please consider the following guidelines:

- Total length of the report should be between **30-35 Pages** and it should be **spiral bound**.
- It has to be computer typed, **Times New Roman, Font size 12** for **main text** in body, **Times New Roman, Font size 14 (Bold)** for **headings**, **1.5 line spacing**.
- Left margin = 1.5" (wider for binding), Top, right & bottom margins = 1"
- Project report should contain page numbers (1, 2, 3....) starting from Introduction chapter. Preliminary pages should be numbered: i., ii., iii, iv, v, vi etc. Page number should be placed at bottom, center of the page.
- It should be supported by numbered visuals / charts / pie charts wherever possible. (Avoid overuse of images from internet especially in company Introduction)

Format of the Capstone Project Report - II:

1. Cover page (Title of the project)
2. Certificate from University Supervisor
3. Declaration
4. Acknowledgement
5. Executive Summary
6. Table of Contents (Include List of Figures and List of Tables as well)

I. Introduction to the Company: (5-6 Pages)

- Organizational Structure of the Parent Company & Group Company/Brand
- Details of top executives (MD/CEO/GM etc.)
- Business Model
- Turnover
- Competitive Analysis
- Product Portfolio Analysis
- CSR Initiatives

II. Introduction to particular Store/Division where internship/job is undergoing (3-4 Pages)

- Catchment Area Analysis
- Store Hierarchy
- Target/Goal Setting, Appraisal & Incentive Policy
- Training & Development
- Team Management
- Promotional Activities organized at store/division level.

III. Job Profile (2-3 Pages)

- Position held
- Job description
- Key responsibilities
- Individual Achievements/awards (From July 2019-Dec. 2019)

IV. Details of the Specific Projects/Assignments assigned by the company (1-2 Pages)

- Any specific project/Assignment assigned by the firm other than your job responsibility (From July 2019-Dec. 2019)

V. Key Learnings from on the Job experience (8-10 pages)

- Learning regarding Planning & Decision Making
- Market Research & New Product Development
- Consumer Behavior & Branding
- Learning regarding Marketing & Promotions (ATL & BTL Activities)
- Learning regarding Visual Merchandising
- Learning regarding Inventory Management
- Learning regarding Customer feedback & Grievance Handling
- Learning from any critical incident faced during job

VI. Conclusion (1-2 Pages)

VII. Recommendations to the Company (1-2 Pages)

References and Bibliography (should include the web references, names and detail of the books, magazines, brochures or any other kind of publication which you have referred for your presentation)

Title Page (Sample)

Capstone Project Report - II

On

Hamleys



Submitted to

CHITKARA COLLEGE OF SALES AND MARKETING

in partial fulfillment of the requirements for the award of degree of

Master of Business Administration

Submitted by:

ABC

Roll No. 10023

Supervised by:

XYZ (Supervisor)

(Designation here)



CHITKARA COLLEGE OF SALES AND MARKETING

CHITKARA UNIVERSITY

2019

Certificate by Supervisor (Sample)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the project titled“_____” carried out by Mr./Ms._____ (student name), S/o or D/o_____ (Father’s Name) has been accomplished under my guidance & supervision as a duly registered MBA student of Chitkara University. This project is being submitted by him/her in the partial fulfillment of the requirements for the award of the Master of Business Administration from Chitkara University.

His/Her dissertation represents his/her original work and is worthy of consideration for the award of the degree of Master of Business Administration.

ABC

(University Supervisor)

DECLARATION (Sample)

I, " _____ ", hereby declare that the work presented herein is genuine work done originally by me and has not been published or submitted elsewhere. Any literature, data or work done by others and cited in the report has been given due acknowledgement and listed in the reference section.

(Student's Name & Signature)

(Roll No.)

Date: _____

